Permit #F00036476

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00036476 **Type of Permit:** FILMING **Release Date:** 02/04/2011

Production Company HELLO!

Insured Company Name HELLO!

Contact Phone No. 1 323-465-9494
Contact Phone No. 2
Fax 323-465-4203
Address 1641 N IVAR AVE
HOLLYWOOD, California 90028

Production Title LILLY ONCOLOGY

Type of Production Commercial - Standard

Producer N/A N/A

Director MICHAEL KARBELNIKOFF

1st AD N/A N/A

Production Manager SARAH KEY

FilmL.A. Coordinator Hans Groszkruger

Location Manager BRENT GAFFAN
Primary Phone Mobile - 310-770-5061
Secondary Phone

Location Assistant N/A N/A
Primary Phone Mobile - 555-555-5555
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY FIRE REVIEW	$282.00
LA COUNTY - ROAD USE FEE	$305.00
LA COUNTY ROAD APPLICATION FEE	$52.00

Total Permit Fee $1,419.00

Number of Locations 1

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Summary Information — Location

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Insured Company HELLO!
Production Title LILLY ONCOLOGY

Location Manager BRENT GAFFAN
Primary Phone Mobile - 310-770-5061
Secondary Phone

Location Address 5303 S Holt Ave, Los Angeles County, CA, 90056

Location Type Private Residence

Film Dates 2/7/2011 - 2/7/2011 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No steps from trailers, trucks or motorhomes may be facing road
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached documents
Hello letter Sarah Key364.pdf
Ladera Heights (revised October 2009).pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	3
Generator	1
Motor Homes	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	45
LA County FSA assigned	1
Sheriff/CHP	1

Filming Activities Equipment on property; Equipment on sidewalk only.; Interior and exterior dialogue; trucks parked reverse flow;

Jurisdiction **Political:** Los Angeles County - Supervisor District 2 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 673 **Grid:** A5

Approvals LOS ANGELES COUNTY ROAD DEPARTMENT - WESTCHESTER Vincent Milton

Coordinator Note 11-0288-58 FSA REQUIRED

Parking
Base Camp
Location Type : Location

Crew Parking
Location Type : Private Parking Lot

Posting "No Parking" signs
500' in front of location
300' directly across from location

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Summary Information — Location

Location 1 of 1

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Location Manager BRENT GAFFAN
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Approximate Footage County Parking

Log Number

Date(s) 2/7/2011 to 2/7/2011

Time(s) 07:00 to 22:00

NOT A PERMIT

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Hello! ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 2/4/11

HELLO!
Name of Principal

By: [signature]
Representative's Signature

SARAH KEY
Print Representative's Name

PRODUCTION MANAGER
Representative's title

1641 N Ivar Ave
LA, CA 90028
Principal's Address

323 465 9494
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT

SPECIAL FILMING CONDITIONS
LADERA HEIGHTS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

Ladera Heights is a community of attractive single family homes and apartments located in unincorporated Los Angeles County (90056). It is bounded by Wooster Avenue on the west, Stocker Avenue on the north, LaBrea Avenue on the east and La Tijera Boulevard on the south. The neighborhood has become a popular area for location filming and the following conditions have been established to help mitigate the concerns of local residents.

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Notification will be done by FilmL.A. Staff. Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Production companies must also contact the Ladera Heights Civic Association (LHCA) representative, Don Hellwig, phone number (323) 294-6544 and (310) 915-8962 (pager) (323) 290-1259 (fax) and donhellwig@sbcglobal.net (email)** at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities and/or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A. The approved times must be indicated on the permit.

- **Weekend or holiday filming is generally prohibited unless a community survey is done of affected residents and approved by FilmL.A.**

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with mail/package delivery, gardeners' activities, trash pick-up, safe use of streets or access to resident driveways, unless approved by the affected residents. *In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.*

- **Cast and crew may not park on area streets.** Off-site parking must be provided.

- **Prep and Strike days must be included on the permit and may not take place on weekends unless a Filming Survey of affected residents is done and approved by FilmL.A.**

- **Craft services, catering trucks, food preparation and dining tables are prohibited on sidewalks, driveways and/or parkways, and must be kept out of public view.**

- **Generators with proper exhaust and noise shields shall be parked only in front of those homes that have approved this activity.**

- **Residents and film crew members must treat one another with respect and consideration.** (See the Filmmakers' Code of Professional Responsibility attached to the permit.)

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **The LHCA will not become involved in any payment arrangements between permit holders and residents.**

- **Should a resident encounter a problem, s/he should immediately contact FilmL.A., Inc., (213) 977-8600, and/or the CHP Officer/Sheriff on duty at the site.** ***Do not direct questions to the LHCA.***

FILMLA INC. PERMIT